

MAY 21 2008

Attorney Docket: 01378
U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
Response to February 25, 2008 Office Action

AMENDMENTS TO THE CLAIMS

- 1.-20. (Canceled)
21. (Currently Amended) A processor-implemented method for predicting clickstream data, comprising:
- determining a point in time of interest;
 - receiving content information from a content database, the content information describing a content offering at the point in time of interest;
 - receiving subscriber actions for the point in time of interest, the subscriber actions comprising ~~information related to~~ buttons pushed by a subscriber at a remote control while viewing content;
 - ~~processing the content information and the subscriber actions; and~~
 - generating metrics describing the subscriber actions over a period of time; and
 - predicting, based on the metrics, data volume and channel changes on the remote control that will describe future subscriber actions at a future point in time.
22. (Previously Presented) A method according to claim 21, further comprising merging the content information received from the content database and the information related to buttons pushed by the subscriber to create subscriber choice information.
23. (Currently Amended) A method according to claim 21, wherein generating the metrics comprises generating an event timeline that describes the subscriber actions over the period of time further comprising correlating the content information received from the content database with the information related to buttons pushed by the subscriber.
24. (Previously Presented) A method according to claim 22, further comprising categorizing the merged content information and the subscriber actions for the point in time of interest.

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25. (Currently Amended) A method according to claim 21, wherein predicting the data volume and channel changes comprises:
- predicting depression of a volume button on the remote control,
 - predicting depression of a channel "up" button on the remote control, and
 - predicting depression of a channel "down" button on the remote control.
26. (Currently Amended) A method according to claim 21, wherein predicting the data volume and channel changes comprises predicting depression of a numeric button on the remote control.
27. (Currently Amended) A server for predicting subscriber actions, the server operative to:
- receive a point in time of interest;
 - receive content information from a content database, the content information describing a content offering at the point in time of interest;
 - receive subscriber actions from a subscriber-action database, the subscriber actions comprising information related to buttons pushed by a subscriber at a remote control while viewing the content offering at the point in time of interest;
 - generate metrics describing the subscriber actions over a period of time; and
 - process the content information and the subscriber actions; and
 - predict, based on the metrics, data describing future subscriber actions volume and channel changes at a future point in time.
28. (Currently Amended) The server according to claim 27, further operative to generate an event timeline that describes the subscriber actions over the period of time predict depression of a volume button at the remote control.

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29. (Currently Amended) The server according to claim 27, further operative to predict at least one of depression of a channel button at the remote control and depression of a volume button at the remote control.
30. (Previously Presented) The server according to claim 27, further operative to predict depression of a mute button at the remote control.
31. (Previously Presented) The server according to claim 27, further operative to predict depression of a "last" channel button at the remote control.
32. (Currently Amended) A computer readable medium ~~media~~ storing processor executable instructions for performing a method, the method comprising:
- analyzing content information from a content database, the content information describing a content offering at a point in time of interest;
- analyzing subscriber actions from a subscriber-action database, the subscriber actions comprising ~~information related to~~ buttons pushed by a subscriber at a remote control while accessing a content offering at the point in time of interest;
- generating metrics describing the subscriber actions over a period of time; and
- predicting, based on the metrics, ~~volume and~~ channel changes at a future point in time.
33. (Currently Amended) A computer program product according to claim 32, wherein generating the metrics comprises generating an event timeline that describes the subscriber actions over the period of time ~~further comprising instructions for merging the content information and the subscriber actions to create subscriber choice information.~~
34. (Previously Presented) A computer program product according to claim 32, further comprising instructions for correlating the content information with the subscriber actions.

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35. (Previously Presented) A computer program product according to claim 32, further comprising instructions for categorizing the content information.
36. (Previously Presented) A computer program product according to claim 32, further comprising instructions for at least one of i) analyzing buttons pushed during preceding content and ii) analyzing buttons pushed during succeeding content.
37. (Previously Presented) A computer program product according to claim 32, further comprising instructions for analyzing buttons pushed by the subscriber to receive an alternate source of content.
38. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to the predicted channel changes.
39. (Previously Presented) A method according to claim 38, wherein the tailored media content comprises content bundled with an advertisement for a product or service.
40. (Previously Presented) A method according to claim 38, further comprising distributing the tailored media content to the subscriber.
41. (Previously Presented) A method according to claim 38, further comprising tracking popularity of the tailored media content for a period of time.
42. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to past subscriber actions.
43. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to a demographic of the subscriber.

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44. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to a purchasing history of the subscriber.
45. (Previously Presented) A method according to claim 21, further comprising receiving information related to an alternate video source received by the subscriber.
46. (Previously Presented) A method according to claim 21, further comprising presenting types of content available to the subscriber during a period of time, with the types of content comprising an alternate video source.
47. (Previously Presented) A method according to claim 46, wherein presenting the types of content available comprises integrating content available from the alternate video source into an electronic programming guide.
48. (Previously Presented) A method according to claim 21, further comprising providing the subscriber a log of received content.
49. (Previously Presented) A method according to claim 21, further comprising merging the content information and information related to an alternate video source to determine what content is received by the subscriber.
50. (Previously Presented) A method according to claim 21, wherein the content information comprises an amount of time that an advertisement was received.
51. (Previously Presented) A method according to claim 21, further comprising analyzing the subscriber actions to determine when the subscriber initially receives an entire advertisement but subsequently only receives a portion of the advertisement.

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52. (Previously Presented) A computer program product according to claim 32, further comprising instructions for accessing the subscriber actions taken by the subscriber while accessing and viewing content.
53. (Currently Amended) A device, comprising:

means for analyzing content information from a content database, the content information describing a content offering at a point in time of interest;

means for analyzing subscriber actions from a subscriber-action database, the subscriber actions comprising ~~information related to~~ buttons pushed by a subscriber at a remote control while accessing a content offering at the point in time of interest;

means for generating metrics describing the subscriber actions over a period of time; and

means for predicting, based on the metrics, ~~volume and~~ channel changes at a future point in time.